

I CLAIM:

1. A weight-driven pusher for product on a gravity-fed display shelf with an associated back stop, comprising:
  - (A) a frame defining a compartment containing a weight and adapted for sliding movement along the gravity-fed display shelf;
  - (B) a front plate mounted on said frame in a generally vertical orientation for bearing on the back of product, said front plate being manually adjustable in upper reach relative to said frame to accommodate product of varying height and preclude product from tipping rearwardly over the pusher;
  - (C) a leg assembly retractably mounted on said frame adjacent the bottom thereof for retraction into said frame as the back of said leg assembly bears on a back stop of the shelf; and
  - (D) means biasing said leg assembly to project rearwardly from said frame when the back of said leg assembly is spaced from the back stop, thereby to preclude product from tipping the pusher over backwards.
2. The pusher of Claim 1 wherein said leg assembly projects rearwardly in a generally horizontal plane.
3. The pusher of Claim 1 wherein said front plate is manually adjustable in a generally vertical plane.
- 20 4. The pusher of Claim 3 wherein said leg assembly projects rearwardly in a generally horizontal plane.